

App. No. 10/084,258  
Amendment Dated June 11, 2007  
Reply to Office Action of December 11, 2006

**Amendments to the Claims:**

Claim 1 (currently amended): A computer-implemented method for ~~automatically~~ playing rich media presentations within an internet browser ~~an email, a banner ad, and a page,~~ comprising:

automatically determining when the internet browser operating on a network device on a network has requested access to a rich media presentation; at least one of an email; a banner ad; and a page is accessed that includes access to a rich media presentation; wherein the at least one of the email; the banner ad; and the page includes a small amount of code that is used to support a variety of devices that include a variety of media play back capabilities; and wherein the code does not specify a player for the rich media presentation;

detecting one or more attributes relating to media play back rich media presentation capabilities of the internet browser, or the network device, or the internet browser and the network device relating to a device that is coupled to a network; wherein the one or more attributes is at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute and a protocol attribute;

selecting an appropriate rich media presentation to be provided to the internet browser on the network device from among a plurality of rich media presentations based on the detected one or more attributes of the internet browser, or the network device, or the internet browser and the network device rich media presentation capabilities;

determining when the rich media presentation has been cached at a network location; and when the rich media presentation has been cached providing the rich media presentation from a cached location; otherwise when the rich media presentation has not been cached, generating the rich media presentation;

providing the selected rich media presentation to the internet browser within the at least one of: the email; the banner ad; and the page to the device; and

automatically playing the provided rich media presentation within the internet browser on the device.

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Claim 2 (currently amended): The method of Claim 1, wherein detecting the one or more attributes includes detecting two or more attributes from: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute and a protocol attribute. the small amount of code consists of a single line of code that is a request for an include file from a server.

Claim 3 (currently amended): The method of Claim 2, further comprising determining when the internet browser, or the network device, or the internet browser and the network device supports playing the rich media presentation, and when, optimizing the rich media presentation for the internet browser, or the network device, or the internet browser and the network device based on the detected attributes; otherwise, displaying an alternate presentation that the internet browser, or the network device, or the internet browser and the network device supports, ~~providing the device with a link to the rich media presentation.~~

Claim 4 (currently amended): The method of Claim 1, wherein detecting the one or more attributes includes detecting two or more attributes from: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute and a protocol attribute. ~~3, wherein when the rich media presentation is within the banner ad, further comprises comprising making the banner ad selectable by the device; and performing an action when the banner ad is selected.~~

Claim 5 (original): The method of Claim 3, further comprising providing a client the ability to modify characteristics associated with the rich media presentation.

Claim 6 (original): The method of Claim 5, wherein providing the rich media presentation to the device, further comprises utilizing an ad serving engine.

Claim 7 (original): The method of Claim 5, wherein providing the rich media presentation to the device, further comprises using an email serving engine.

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Claim 8 (original): The method of Claim 5, further comprising delivering an image to the device that is displayed on the device at a location relating to the rich media presentation.

Claim 9 (original): The method of Claim 5, wherein generating the rich media presentation for the device, further comprises:

- generating a virtual player optimized for the device;
- generating a presentation package optimized for the device; and
- generating the media package for the device.

Claim 10 (currently amended): A computer-readable medium having computer executable instructions embodied thereon, comprising:

automatically determining when a rich media presentation is accessed; wherein the rich media presentation is presented within a banner ad within an internet browser on a device that is coupled to a network; ~~contained within the email, the banner ad, and the page;~~

detecting one or more attributes relating to media play back capabilities relating to a of the internet browser, or the network device, or the internet browser and the network device that is coupled to a the network; wherein the one or more attributes is at least one of: an operating system type attribute, a plug-in attribute, a browser type attribute, a firewall attribute, a monitor setting attribute, a language attribute, a bandwidth attribute and a protocol attribute;

~~determining when the rich media presentation has been cached at a network location; and when the rich media presentation has been cached providing the rich media presentation from a cached location; otherwise when the rich media presentation has not been cached, generating the rich media presentation;~~

providing the rich media presentation to the internet browser on the device; and

automatically playing the provided rich media presentation within the internet browser on the device.

Claim 11 (currently amended): The computer-readable medium of Claim 10, further comprising determining when the internet browser, or the device, or the internet browser

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and the device supports playing the rich media presentation, and when, optimizing the rich media presentation for the internet browser, or the device, or the internet browser and the device based on the detected attributes; otherwise, providing the internet browser on the device with a link to with an alternate presentation of the rich media presentation.

Claim 12 (currently amended): The computer-readable medium of Claim 11, ~~wherein when the rich media presentation is within the banner ad, further comprises making the banner ad selectable by the device; and performing an action when the banner ad is selected.~~

Claim 13 (currently amended): The computer-readable medium of Claim 12, wherein providing the rich media presentation to the internet browser on the device, further comprises utilizing an ad serving engine.

Claim 14 (currently amended): The computer-readable medium of Claim 12, wherein providing the rich media presentation to the internet browser on the device, further comprises using an email serving engine.

Claim 15 (currently amended): The computer-readable medium of Claim 12, further comprising delivering an image to the internet browser on the device that is displayed on the device at a location relating to the rich media presentation.

Claim 16 (currently amended): A system for providing a rich media presentation ~~within an email, a banner ad, and a page~~ to a device over a network, comprising:  
a processor and a computer-readable medium;  
an operating environment stored on the computer-readable medium and executing on the processor;  
a communication connection device operating under the control of the operating environment;  
a rich media presentation application operating under the control of the operating environment and operative to perform actions, including:

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automatically determining when the rich media presentation is contained accessed  
within an internet browser on a device that is coupled to a network ~~the email, the banner~~  
~~ad, and page by accessing a single line of code;~~

detecting one or more attributes relating to media play back capabilities relating to  
a the internet browser, or the device, or the internet browser and the device that is  
coupled to a network; wherein the one or more attributes is at least one of: an operating  
system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a  
monitor setting attribute; a language attribute; a bandwidth attribute and a protocol  
attribute;

~~determining when the rich media presentation has been cached at a network~~  
~~location; and when the rich media presentation has been cached providing the rich media~~  
~~presentation from a cached location; otherwise when the rich media presentation has not~~  
~~been cached, generating the rich media presentation;~~

selecting an appropriate rich media presentation to be provided to the internet  
browser from among a plurality of rich media presentations based on the detected one or  
more attributes;

providing the selected rich media presentation to the internet browser on the  
device; and

automatically playing the rich media presentation within the internet browser on  
the device.

Claim 17 (original): The system of Claim 16, wherein the rich media presentation  
application actions further comprises determining when the internet browser, or the device, or  
the internet browser and the device supports playing the rich media presentation, and when,  
optimizing the rich media presentation for the internet browser, or the device, or the internet  
browser and the device based on the detected attributes; otherwise, providing the internet  
browser on the device with an alternate presentation of a link to the rich media presentation.

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Claim 18 (currently amended): The system of Claim 17, wherein when the rich media presentation is within the a banner ad, further comprises making the banner ad selectable by the device; and performing an action when the banner ad is selected.

Claim 19 (currently amended): The system of Claim 17, wherein providing the rich media presentation to the internet browser on the device, further comprises utilizing an ad serving engine.

Claim 20 (currently amended): The system of Claim 17, wherein providing the rich media presentation to the internet browser on the device, further comprises using an email serving engine.

Claim 21 (currently amended): The system of Claim 17, further comprising delivering an image to the internet browser on the device that is displayed within the internet browser on the device at a location relating to the rich media presentation.

Claim 22 (currently amended): A method for ~~automatically~~ playing rich media presentations ~~within an email, a banner ad, and a page~~, comprising:  
a means for automatically determining when an internet browser operating on a network device has requested access to a rich media presentation;

~~a means for determining when a request for playing the rich media presentation comes from an affiliated site of a supported e-retailer;~~

a means for detecting one or more attributes relating to media play back capabilities relating to a of the internet browser, or the network device, or the internet browser and the network device that is coupled to a operating on the network; wherein the one or more attributes is at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute and a protocol attribute;

~~a means for determining when the rich media presentation has been cached at a network location; and when the rich media presentation has been cached providing the rich media~~

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~~presentation from a cached location; otherwise when the rich media presentation has not been  
cached, a means for generating the rich media presentation;~~

a means for selecting an appropriate rich media presentation to be provided to the internet  
browser on the device from among a plurality of rich media presentations based on the detected  
attributes;

a means for providing the rich media presentation to the internet browser on the device;  
and

a means for automatically playing the rich media presentation within the internet browser  
on the device.